

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

- 1               1. (Currently amended) A traffic monitor for use with a set of one or more Web  
2 servers for providing statistical analyses of traffic, comprising:  
3               an activity input for receiving data related to events on the set of servers;  
4               means for categorizing events into categories, wherein the means are capable of  
5 categorizing at least one of the events into multiple categories;  
6               means for associating events with subjects, wherein counts are maintained for  
7 each subject and subjects are associated with categories a subject refers to one or more of a topic,  
8 a term or a category;  
9               a normalizer for normalizing counts for events over a field of events; and  
10              a result output for outputting results of the normalizer as the statistical analyses of  
11 traffic.
- 1               2. (Original) The traffic monitor of claim 1, wherein the activity input is an input  
2 from Web server logs.
- 1               3. (Original) The traffic monitor of claim 1, wherein the events include  
2 indications of page views, indications of search terms and indications of click streams of visitors  
3 to the set of servers.
- 1               4. (Original) The traffic monitor of claim 1, wherein the field of events is all  
2 page views.
- 1               5. (Original) The traffic monitor of claim 1, wherein the field of events is all  
2 page views in one category and wherein the normalizer normalizes a count for events over the  
3 single category field of events.
- 1               6. (Original) The traffic monitor of claim 1 comprising:

2               a canonicalization table that relates terms that can be represented by a canonized  
3 form;

4               a canonicalizer for generating at least one canonized term for an input term  
5 indicative of the input event;

6               a categorizer that generates one or more category indications for an input event;  
7 and

8               logic to assign a category to the input event based on the at least one canonized  
9 term generated by the canonicalizer for the input term indicative of the input event.

1               7. (Original) The traffic monitor of claim 1 comprising:  
2               a click stream input that provides indications of navigation of a user subsequent to  
3 an event; and

4               a categorizer that generates one or more category indications for an input event;  
5 and

6               logic to assign a category to the input event based on the indications of navigation  
7 of a user subsequent to the event.

1               8. (Currently amended) A method of generating statistics about traffic between a  
2 set of servers and a set of clients, comprising:

3               reading a log of events, wherein an event is a result of a client of the set of clients  
4 making a request of a server of the set of servers and the server providing a response to the  
5 client;

6               automatically associating each event with one or more subject, wherein a subject  
7 is a topic or a term or a category;

8               determining if a subject for an event is a canonical equivalent of another subject;  
9               identifying one or more category relevant to the subject;

10              categorizing events into categories, wherein categorizing is capable of  
11              categorizing at least one of the events into multiple categories;

12              accumulating counts for events by subject, wherein counts for canonical  
13 equivalents are accumulated together; and

14              outputting the accumulated counts.

1               9. (Original) The method of claim 8, wherein the set of servers is a constrained  
2 set of servers.

1               10. (Original) The method of claim 9, wherein the constrained set of servers  
2 comprises the servers for a portal Web site.

1               11. (Original) The method of claim 9, wherein the constrained set of servers  
2 comprises the servers for a plurality of portal Web sites.

1               12. (Original) The method of claim 8, wherein the set of servers is one server.

1               13. (Original) The method of claim 8, wherein the set of clients is an  
2 unconstrained set of clients.

1               14. (Original) The method of claim 8, wherein the set of clients is a constrained  
2 set of clients.

1               15. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that connect to a network via a predefined service provider.

1               16. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that connect to a network via a predefined plurality of service  
3 providers.

1               17. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that access content via a predefined portal Web site.

1               18. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that access content via a predefined plurality of portal Web sites.

1               19. (Original) The method of claim 8, wherein the set of clients is an  
2 unconstrained set of clients.

1               20. (Original) The method of claim 8, wherein the set of clients is one client.

1               21. (Original) The method of claim 8, wherein the events include indications of  
2 page views, indications of search terms and indications of click streams of visitors to the set of  
3 servers.

1               22. (Original) The method of claim 8, wherein the events include purchase  
2 transactions.

1               23. (Original) The method of claim 8, wherein the events include downloading  
2 of media objects.

1               24. (Original) The method of claim 8, wherein at least one subject is categorized  
2 in more than one category and counts for events associated with the at least one subject are  
3 allocated among the more than one category based on a context of the event.

1               25. (Original) The method of claim 8, wherein the log of events includes a Web  
2 server log of search phrases of search requests.

1               26. (Original) The method of claim 8, wherein the log of events includes a Web  
2 server log of page views.

1               27. (Original) The method of claim 8, wherein the log of events includes a log of  
2 purchase transactions.

1               28. (Original) The method of claim 8, wherein the log of events includes a log of  
2 downloaded media objects.

1               29. (Original) The method of claim 8, further comprising a step of normalizing  
2 counts for each subject in a category relative to counts over the category.

1               30. (Original) The method of claim 8, wherein the step of associating an event  
2 with a subject, wherein the event is a search request, comprises the steps of:

3               providing the client with search results responsive to the search request;  
4               recording a selection made by the client from the search results; and  
5               associating the search request with the subject of the selection.

1           31. (Original) The method of claim 8, further comprising the steps of:  
2                 determining a set of one or more demographic parameters relating to clients  
3                 making requests or the users using the clients; and  
4                 using the determined set of one or more demographic parameters to partition the  
5                 counts by demographic divisions.

1           32. (Original) The method of claim 8, further comprising the steps of:  
2                 determining a set of one or more demographic parameters relating to clients  
3                 making requests or the users using the clients; and  
4                 using the determined set of one or more demographic parameters to determine a  
5                 distribution of at least one count for a topic or term over a plurality of demographic divisions.

1           33. (Original) The method of claim 8, further comprising a step of generating a  
2                 report showing comparisons of the traffic for each of a plurality of subjects in one or more  
3                 categories.

1           34. (Original) The method of claim 8, further comprising a step of allocating  
2                 advertising space based on the accumulated counts.

1           35. (Original) The method of claim 8, further comprising the steps of:  
2                 collecting traffic data prior to a campaign;  
3                 executing the campaign;  
4                 collecting traffic data after the campaign; and  
5                 comparing the traffic before and after the campaign as a measure of campaign  
6                 effectiveness.

1           36. (Original) The method of claim 35, wherein the campaign is a political  
2                 campaign, a marketing campaign, a general awareness campaign, a public service announcement  
3                 campaign, or a combination thereof.

1           37. (Original) The method of claim 8, further comprising a step of performing  
2                 intersection analysis.

1                   38. (Original) The method of claim 8, further comprising a step of performing  
2 associated interests analysis.

1                   39. (Original) The method of claim 8, further comprising a step of generating an  
2 advertisement wherein content of the advertisement is a function of the traffic statistics.

1                   40. (Currently amended) A method of accumulating counts for categories and  
2 subjects of search events, comprising the steps of:

3                   receiving, as a server, a search request from a client;

4                   searching a set of items using search parameters of the search request;

5                   providing the client with search results comprising a subset of the set of items  
6 wherein the items in the subset have a predefined search criteria relationship to the search  
7 parameters;

8                   accepting a selection from the user, the selection comprising a portion of one of  
9 the subset of items; and

10                  categorizing the items of the selection into categories, wherein categorizing  
11 includes categorizing at least one of the items of the selection into multiple categories; and

12                  accumulating a count for the search event request as a count for a one or more  
13 subjects or category categories associated with a subject or category of the selection.

1                   41. (Cancelled) A method of canonicalizing search terms, comprising the steps  
2 of:

3                   determining a first frequency of occurrence of a search term over a first period;

4                   determining a second frequency of occurrence of a search term over a second  
5 period, wherein the first period is prior to the second period;

6                   if an increase in frequency from the first frequency to the second frequency is not  
7 above a predetermined threshold, performing a first canonicalization process on the search term;

8                   if the increase in frequency is above the predetermined threshold, performing a  
9 second canonicalization process on the search term, where the second canonicalization process is  
10 more aggressive than the first canonicalization process.

1           42. (Cancelled) A method of canonicalizing search terms, comprising the steps  
2       of:

3           determining a first frequency of occurrence of a first search term over time;  
4           determining a second frequency of occurrence of a second search term over time,  
5       wherein the second search term is potentially canonically equivalent to the first search term;  
6           if the first frequency and the second frequency rise together, associating the first  
7       search term and the second search term as canonical equivalents; and  
8           if the first frequency and the second frequency do not rise together, not  
9       associating the first search term and the second search term as canonical equivalents.